

Preside or Lead?

The Attributes and Actions of Effective Regulators

57. Commission “Branding”: Can It Improve Utility Performance?

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Branding connotes oversimplification and slickness, manufacturing loyalty by manipulating emotions. The product “I Can’t Believe It’s Not Butter!” brands as “Zero Calories!” a spray-shot having five calories, only because below that level the FDA allows ads to assert, falsely, zero calories.

But branding can have a positive purpose. Commissions can use it to increase understanding, appreciation and respect, producing the political deference they need for hard decisionmaking.

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